CANADIAN
MOVING PICTURE DIGEST

Vol. 24, No. 26 TORONTO 2, CANADA October 22nd, 1932

NORMA SHEARER

FREDRIC MARCH
LESLIE HOWARD *in*

SMILIN' THROUGH

From the play by Jane Cowl and Jane Murfin. Screen play by Ernest Vajda and Claudine West. Dialogue by Donald Ogden Stewart and James Bernard Fagan. Directed by Sidney Franklin.

PLEASE
forgive us
MISS SHEARER!

Your new picture "Smilin' Through" would most certainly have received the screen's highest tribute—*presentation at the Astor Theatre, New York.* But you've made such a hit in "Strange Interlude" at the Astor that we're bringing your new hit directly to the big Capitol Theatre on Broadway at popular prices. "Smilin' Through" has already established itself in its first engagements in Baltimore, Dayton, Louisville, Providence, Richmond and Syracuse as a grand and glorious box-office triumph!

METRO-GOLDWYN-MAYER

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

OUT of the RED

He has done an amazing, courageous thing for the screens of America!

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At last! Pictures of Soviet Russia as it really is today! The first American to give you the Inside Facts! How they live! How they work! Answering America's curiosity about that strange land! Typical of the *new-fashioned* travel series Fitzpatrick gives you!

"MOSCOW, The Heart of Soviet Russia" is the first. To be followed by "LENINGRAD, Gateway to Soviet Russia."

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The Pride of Metro-Goldwyn-Mayer

Government Motion Picture Bureau, Ottawa, produced and processed 1,250,000 feet of film, year ending March 31st, 1932

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RAY LEWIS
Editor and Managing Director

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"SMILIN' THROUGH"

LAST week M-G-M had an advertisement in The Digest headed, "Wonder What Leo, the M-G-M Lion Thinks?"

In this presentation M-G-M not only thinks, but talks aloud, and what he has to say leaves no room for argument. For instance, Leo had just seen the print on "Smilin' Through" and he asks, "Did you notice the tears in my eyes on that "Smilin' Through" print? Honest, that picture got me. Shearer was marvellous."

Who can argue with Leo on that point, since we have just seen the presentation of "Smilin' Through" at Loew's, Toronto; and there were thousands and thousands of patrons who saw "Smilin' Through" and feel like Leo feels about it.

We, meaning the editor of The Digest, expected that M-G-M would make a marvellous production of "Smilin' Through" and that Norma Shearer would be marvellous in the star part. Both the picture and the star surpassed our expectations. Shearer was not only marvellous, but she was marvellously beautiful. The word "Class" is meant to denote a Blue-ribbon aristocracy, but usage has perhaps taken from its superior flavour, nevertheless, we avail ourselves of the use of this word "Class", in association with Norma Shearer and "Smilin' Through"; and looking backward to the days when Class was an important page in The Spotlight, we revert to this form, and give Norma Shearer and "Smilin' Through" a Class A, Plus, classification.

Incidentally, but of Show Business importance, "Smilin' Through" is the kind of a picture your patrons will follow around, so that having once seen it, "Smilin' Through" will create "a gallery", which will follow it to other theatres where it is playing; and on extended runs patrons will avail themselves of the pleasure of seeing "Smilin' Through" several times.

"Please forgive us, Miss Shearer," not that we cannot place "Smilin' Through" in The Astor Theatre, New York, because you are holding this theatre with an extended run, in "The Strange Interlude", but for our lack of words with which to express our sense of appreciation, and with which to give adequate praise to the beauty of your presence, the artistry of your work in "Smilin' Through".

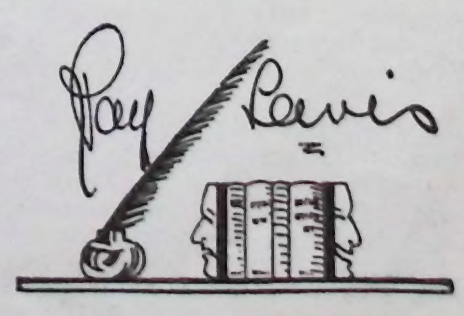
ARE EXHIBITORS FANS?

STEP into a screening room filled with exhibitors, invited to see a preview showing of a Film; and answer this question from observation in the affirmative.

Recently we visited the screening room of the Associated Theatres of Ontario, fourth floor of the Film Building, Toronto, to view a screening for exhibitors of the Majestic Pictures production, "The Crusader", now ready for release in Canada through Empire Films Limited.

No fans ever laughed louder at the wise-cracks, or amusing situations in a picture than did these exhibitors. No fans ever commented more audibly on the action, nor expressed themselves more emotionally, in dramatic scenes than did these exhibitors.

We learned something from the screening of "The Crusader" in addition to discovering that it is a splendid story, splendidly acted. We learned that Motion Pictures is the world's most popular entertainment, because the men who sell the pictures to the public enjoy the pictures just as much as their public.



RAY PRESENTS

RAY LEWIS

GENERAL reports from Regal Films, from United Artists in respect to their sales of British films indicate that the British Film market in Canada is off to a good start. The press throughout the Dominion is giving excellent support by way of creating public interest, but again the most important phase of this British Film development in Canada, as well as the U. S., depends for its ultimate success upon the Quality of the British Films available for distribution.

The public in respect to British Films, as well as U. S. productions, have only one standard of valuation and that is based upon Entertainment value, which in turn is based upon Quality.

Other phases may develop and stimulate Public Interest, but these are only transitory, the permanence of a market depends without argument on Quality; and the proper exploitation and advertising, not only for letting the exhibitors, but the public know that there is Quality available for their respective patronage.

Rumours in connection with Famous Players Canadian are again busily engaged in associating N. L. Nathanson and Gaumont-British as in control. A recent publication, "Sports Extra" carried an interesting story.

Business on the circuit is not reported as being too good, the suburban houses in particular being hard hit by present economic conditions. Internal dissension in Paramount-Publix and the proverbial "politics" which always destroys that business around which the "politics" is waged, is also helping to spread calamity rumours; and following the natural impulse of public interest, which gravitates instinctively toward success; and helps to make a rumoured failure, a reality, by becoming a contributing factor, the rumour "on the street" is that Paramount-Publix and Famous-Players are doomed for a "bust-up"!

THERE appears to be a desire for a leader, someone to get everybody out of the "Slough of Despond". There appears to be no morale, and without this Wall against which an organization, in bad times, can place its back, an organization has certainly come upon "Evil Days".

Paramount-Publix has surely not covered itself with glory in the course of its career, and whereas it has been said, that "Every knock is a boost", the Missourians say, "You'll have to show me", and prefer the system of boosting.

Recently Adolph Zukor was sent on a good-will tour. It appeared that Paramount-Publix certainly picked a good one, when they picked Mr. Zukor for a tour of "good-will". Our Industry is inclined to be sentimental, and in fact there is a general disposition to "forgive and forget"; and to make the "Top-Dog", who comes upon "lean days", the "under-dog" in our emotional complex. But there comes a day of French Revolutions and Russian Revolutions also. These come after a century, or two of patience on the part of the common people, but they come.

The air is full of readjustments of values, mighty men and enterprises have fallen from their high places, because their positions have not been secured by Fair Play, another word for honest business and enterprise. The collapse of the stock market, was not only a revelation of this particular phase of Finance, but it presented a picture, the greatest moving picture, and greatest story and drama, yet unwritten, of Big Business.

THE stock market collapsed, not because it ran out of paper to print certificates, or ran out of printing presses, but because the common people, or Big Interests ran out of gold to buy these certificates, but through a failure of the big Interests to be actually engaged in Big Business; and to back up what their paper was supposed to represent.

It revealed the most colossal mismanagement of Business since that word became associated with our Civilization. It uncovered a general state of affairs, the sum total of which we call Civilization, so barbaric in its codes of conduct, that even a Cannibal would abhor this method by which men consumed men.

The easiest and first word a baby learns is "No". It appears to be born with an aversion to saying "Yes". We grown-ups are only elongated "babies". We love to say "No" and to find every and any excuse with which to excuse our own weaknesses.

We are the Champion Alibi Progeny of Creation; and even with Lowenstein, Krueger and Insull, plus hundreds of lesser men of international fame before us as colossal business failures, we have a tendency to blame their failures upon the war, the after-war conditions, the Economic Depression, placing "the cart before the horse", when we know that these men, and such as these, in their Greed are responsible for our Economic, as well as its resultant spiritual failure.

ADOLPH ZUKOR should get no more sympathy than should such men as Krueger and Insull. The fact that Krueger or Insull gave to Charities, etc., means nothing in the scheme of Real Values. If these men could control their Greed and build business sanely; and with the consideration

(Continued on page 7)

Moving Picture Ball at King Edward, Friday, October 21st, was pronounced a jolly, as well as, general success

Northern Electric ... a proven patronage builder year after year

SINCE 1926, Western Electric has maintained leadership by holding to the highest possible standards of quality for recording and reproduction. Outstanding results in 8,856 Western Electric equipped theatres — including 1105 replacements of other equipment — prove the soundness of that policy!

The Dominion-wide staff of Northern Electric engineers — rendering a systematic trouble-prevention service — has protected exhibitors against costly breakdowns, assured maintenance of quality sound and made possible constant improvements.

Now — more than ever — Northern Electric equipment is a sound capital investment. It affords financial stability, patent protection, assurance of highest quality of sound and continued development. Discriminating audiences will go to the theatre where Northern Electric standards are maintained.

GET YOUR HOUSE IN ORDER *NOW!*

7 Years . . . and 7 Mighty Steps ahead!!!

1926

First commercial Sound Picture: recorded and reproduced by Western Electric, Northern's affiliated Company in the United States.

1927

First all-talking picture: recorded and reproduced by Western Electric.

1928

First theatre in Canada opened with Northern Electric Sound Equipment.

1929

Northern Electric's nation-wide service staff reduces programme interruption to 1/10 of 1%.

1930

New equipment makes Northern Electric available to smallest theatres.

1931

Western Electric Noiseless Recording does away with all ground and surface noises.

1932

Canada takes third place in number of theatre sound installations completed by Northern Electric and affiliated Companies throughout the world. First five territories now stand as follows:—United States, 6,046; British Isles, 1,556; Canada, 371; Australia, 348; France, 169.

Northern Electric SOUND SYSTEM

The VOICE of ACTION

WESTERN ELECTRIC IN ALL OTHER COUNTRIES

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Observations

By The Editor

JUSTICE J. SEDGEWICK delivered on October 17th reasons for his judgment, not permitting B.I.P. to appeal against the order of Justice J. A. Magee, in which the latter judge set aside an order of the Master in Chambers, on May 17th, 1932.

The papers before the Master contained two notices of motion; one for inspection of papers and one to compel the plaintiffs. "to elect to proceed with the action against either of the — defendants and that the action against the other defendant be stayed or dismissed". It would appear that other relief was sought by some means not appearing in the papers before me since the Master in his reasons for judgment says that the motion was for an order "(1) compelling the plaintiffs to amend the style of cause in this action by substituting the proper name of the plaintiff Ray Lewis Smith wrongfully described as Ray Lewis; (2) for an order dismissing the action against British International Pictures (Export) Limited, or, in the alternative striking out from the statement of claim all allegations that the plaintiffs or either of them entered into any contract with British International Pictures (Export) Limited; and (3) for an order dismissing the claim of Ray Lewis against British International Pictures Limited for repayment of all moneys paid by the said plaintiff, Ray Lewis, to the defendant, British International Pictures Limited, upon the ground that upon the admissions in the pleadings the said moneys were not paid to British International Pictures Limited but to British International Pictures (Export) Limited, and upon the further ground that a claim by the plaintiff, Ray Lewis Smith, improperly described as Ray Lewis, against British International Pictures (Export) Limited, cannot be conveniently tried with a claim made by British International Films of Canada, Limited, against British International Pictures Limited, and upon the further ground that the joinder of different plaintiffs suing on different causes of action against different defendants is not permitted by the Judicature Act or the Rules of Practice in that behalf".

The action is Ray Lewis and British International Films of Canada, Limited, versus British International Pictures (Export) Limited and British International Pictures Limited.

M. L. Gordon, K.C., appeared for the defendants and Peter White, K.C., for the plaintiffs.

The order of the Master followed, separating the claims and dismissing them. The plaintiffs appealed against the Master's Order and Justice J. A. Magee granted the appeal, dismissing the Master's Order with costs to B.I.P.

B.I.P. followed with an order for leave to appeal and Justice Sedgewick in his reasons for not granting the appeal states, "On the argument before me counsel for the defendants did not attempt to justify the first part of the Master's Order providing two statements of claim. Counsel did, however, press his right to maintain the order dismissing the action as to the claim of the plaintiffs against British International Pictures Limited for repayment of certain moneys.

"I am satisfied that the Master had no jurisdiction to make such an order. It is manifest, on reading his reasons for judgment, that he based the order on admissions in the pleadings and in the examination of the individual plaintiff. An order dismissing an action on such grounds is not within the Master's powers.

"It follows that I cannot say that there is any reason to doubt the correctness of the order of Magee, J. A., setting aside the Master's order and that I cannot grant leave to appeal. The motion will, therefor, be dismissed. Costs to the plaintiff in the cause".

It was Justice Magee, who hearing the pleading of counsel for B.I.P. in respect to the money paid by Ray Lewis to B.I.P. was heard to say that British International Pictures Limited received the payment of £2,000 but by some "hocus-pocus" and "conniving" British International Pictures (Export) took the money.

The retort of the judge was provoked when counsel for B.I.P. was endeavoring to repeat that British International Pictures Limited did not receive the money, although he at the same time admitted that British International Pictures (Export) Limited did receive £2,000 and other money advanced by Ray Lewis.

Another remark of Justice Magee was to the effect that he would like to see this case settled.

Justice Sedgewick in listening to the pleadings of counsel for B.I.P. asking for leave to appeal against Justice Magee's dismissal of the Master's order, was also provoked to exclaim that "somebody was trying to put something over", whereupon counsel for Ray Lewis and British International Films of Canada, Limited, Peter White, K.C., rather jocularly reminded Justice Sedgewick that Justice Magee had also mentioned a matter of "hocus-pokus" and "conniving". Whereupon Justice Sedgewick stated, upon protest from counsel for B.I.P., that he was not dealing with the "trying to put one over" aspects of the case, but the merits of the present motion before him on "leave to appeal".

It may be interesting to report that the claims of B.I.P. in its motion before the Master, its defence before Justice Magee and Justice Sedgewick, contains this alleged argument, that Ray Lewis did not pay British International Pictures Limited any money, the money was paid to British International Pictures (Export) Limited. That Ray Lewis had no contract with British International Pictures Limited, therefor there can be no cause of action against British International Pictures Limited. Also that Ray Lewis states she had no contract with British International Pictures (Export) Limited, but with British International Pictures Limited, therefor there can be no breach of contract with British International Pictures (Export) Limited; and that Ray Lewis claims she paid British International Pictures Limited £2,000, therefor British International Pictures (Export) Limited did not receive the money, therefor the action for recovery against British International Pictures (Export) Limited should be dismissed.

In the pleadings of the defendants in this action they do not deny that British International Pictures (Export) Limited received the payment on account of B.I.P. As a matter of fact Ray Lewis instructed her London bank to deliver the payment on account of transaction to Maurice Dent of B.I.P. and the Export company gave a receipt presenting itself as B.I.P. so it is alleged.

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Jesse L. Lasky signs with Fox, goes to coast for productions

Ray Presents

(*Continued from Page* 4)

which is due to the "other fellow", there would be much less need for charity and philanthropy.

Dick Turpin and Robin Hood and a few more of their kind were said to "rob the rich to feed the poor". This policy, be it fiction or fact, history or fable, made the people sentimentally disposed toward these highwaymen, but the policy which robs the poor to make the rich richer, that has no place in the tolerance of any civilization, or of any people, that code of business is abhorrent in the Sight of God and Men.

Take an inventory of Zukor's career, look at the Rungs of his Ladder of Success, anything registered there to give you an excuse to become sentimental? If you have any tears to shed, save them and convert your emotional fountain into a spring to water your commonsense, there is no place for tears in business, but if you still feel "weepy" about the "under-dog", take a look at the heap of failures, represented by men and women, who happened to be in Zukor's way up the Ladder of Big Business, and who had to be pushed down, regardless that it meant a "broken back, or neck", for these.

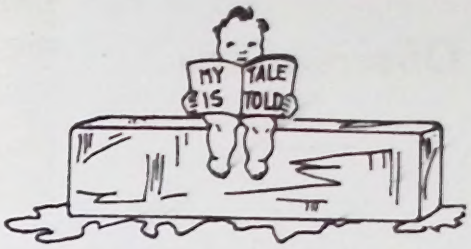
IT is necessary to stand firm, to co-operate with all organized effort to get the world "on its feet". Old-Man-World has his head bandaged and he is weak in the knees. Old-Man-World is a World of "Milk and Honey", worthwhile making an effort to save, but Old-Man-World may as well be engulfed in a Tidal Wave of Oblivion as to have him patched up for to-day, only to destroy those who have made the greatest sacrifices for his physical as well as spiritual cure in to-morrow's scheme of Big Business.

This is no time for Sentimental Sloppy Forgiveness. An employee who becomes of no service to an Enterprise is discharged without any sentiment on the part of The Boss, or his representative. If he is old in Service, but too old for Service, he is given a pension, with some exceptions, in Big Business. This same policy should be adopted toward The Boss who is too old for service, or who gives no service; and whose policies and poor judgments have certainly been the contributing factor in the failure of the business.

Long ago we outvoted the Divine Right of Kings, there never was a Divine Right of Monopolists or Big Bosses, the only Divinity which such as these received was from their army and navy of "Yessirs"; and their trembling and intimidated employees, the latter which produced the labour upon which The Boss fattened his Greed.

This form of reasoning may be called Socialism, or any other "ism" which any of our readers may be pleased to read into it, we give it no label, but the label of free speech and fair play, the label of stating what we believe to be true.

IN all the Chaos, Motion Pictures has "carried on". Without growing sentimental, or "mushy", or hypocritical about this Motion Pictures, we can in truth say, whether by intent, or without intent, whether selfishly, or unselfishly, this Industry of ours has provided a "Safety Valve", through its low-priced entertainment, for the Anguish of a World, verging toward a condition of Mental, as well as Economic Collapse.



B.I.P. Loses Right To Appeal Action

(Observations continued from page 6)

On Thursday, 27th day of October, in the City of Toronto, the defendants are again moving for an order striking out and dismissing with costs the claim of Ray Lewis or Ray Lewis Smith against British International Pictures Limited for the return of £2,000 alleged to have been paid as a deposit, etc., etc.

It is in fact the motion as it was presented to the Master in Chambers, upon which there was an appeal by counsel for Ray Lewis, etc., before Justice Magee, with the subsequent action by counsel for B.I.P. for leave to appeal, the latter action which was tried before Justice Sedgewick and which gave B.I.P. no leave to appeal.

B.I.P. claim in their notice of motion that this is not done for the purpose of delaying the action. The action proper is set down for an early hearing. Meanwhile one interesting phase of the new notice of motion, appearing in the previous motion of counsel for B.I.P. is the citation of the Rules of Practice as founded on the Authority of the Judicature Act, which gave judges the power to formulate Rules of Practice, which became Law. The Rules of Practice and the various comments cover about 1,500 pages and incidentally the statement particularly vital to the present legal gymnastics refers to the joinder of plaintiffs and defendants in an action.

B.I.P. claimed in their previous motion and the present motion, "that the joinder of different plaintiffs suing on different causes of action against different defendants is not permitted by the Judicature Act or the Rules of Practice in that behalf".

British Film Sales

Meanwhile Gaumont-British has entered into a deal with Regal Films for the distribution of its product, the Gainsborough pictures through Regal Films.

Regal has been releasing several Gaumont-British pictures successfully and covering the needs of Exhibitors for British Films, together with other British products which this company is releasing.

United Artists has a world agreement for distribution with British & Dominions, the Herbert Wilcox productions and last week released in Canada, most successfully, "The Blue Danube" at the Tivoli, Toronto, and "Night Light This" at the Hollywood, registering excellent business.

Sales campaigns for British Films are progressing favorably in Canada, and in the United States. A recent announcement presented Empire Films Limited which announces the release of B.I.P. pictures in Canada, together with a substantial program covering 20 Majestic Pictures, 24 Mayfair Pictures and 6 Associated Talking Pictures.

Sir John Ervine, British novelist, tells audience pictures make people stupid, talkies were "democratic and damnable"

Berkovitch Kidnapped By Armed Bandits

H. A. Berkovitch, manager of the Metropolitan Theatre, Regina, Sask., reported to Regina police, October 14th, that he had been kidnapped by armed bandits, held prisoner nearly three hours and finally forced to open the theatre safe and hand over $400 in cash. Berkovitch entered the Regina police station at 2.20 o'clock the morning of October 14th. He was spattered with mud and was "a nervous wreck", according to police reports.

He said he had been kidnapped at his home, 910 College Avenue, Regina, at 11.30 o'clock Thursday night. City police are searching for three men, as a result of partial description given by the theatre manager.

Berkovitch said the party had driven into the country. A third man then appeared. They demanded the combination to the theatre safe, and said they would leave him with the third man. If they were not back in three-quarters of an hour, Berkovitch would "be filled with lead", the police were told.

The pair returned and said they could not open the safe. They called Berkovitch foul names, threatened to shoot him. He offered to go with them and open the safe, he said. With Berkovitch driving, the first two bandits returned to the city.

One bandit got out, said he was going to the Berkovitch home. If his companion and Berkovitch were not back in 20 minutes the first bandit said he would kill Mrs. Berkovitch and the children. Berkovitch drove to the theatre, opened the safe and handed over $400 to the bandit, he said. Later he was to let go near home.

Berkovitch walked home, then reported the case to the police. His car was found. He is well known to theatre men of Western Canada.

"Down Our Street"

Varied, interesting and amusing types of London "East-Enders" appear in the British film, "Down Our Street", attraction at the Tivoli Theatre, Winnipeg, and judging by the highly creditable work the artists do, great care must have been exercised in their selection. You see the dwellers of Whitechapel, Cheapside, High Street, the vendors of Petticoat Lane pursuing their daily occupations, and there is all the humor of these quaint characters, whose life and habits come to most of us chiefly through the media of the printed word or magazine caricature.

Woven into the character studies is a fine little drama that is too neatly pictured to draw any serious reprehensions; and intelligent direction is presented that easily holds its own with the best of the films that have come to Winnipeg from the Old Country, whether comedy or drama.

The photoplay gives intimate views of the world's metropolis in its work-day clothes, with loves and hates, gossiping and bickering, humor and sorrows, its pleasures and pathos. Chief interest centres on Nancy Price, character portrayer of great merit. Others, to whom praise is due, are Elizabeth Allen, Hugh Williams, Morris Harvey, Sidney Fairbrother and Alexander Field.

At present the post office at Churchill, Man., which has only just got into operation, is located in what was formerly the motion picture theatre which closed for lack of attendance as the male residents had no girls to take to the shows, there being only 16 women in the port. This building is located on Provincial land, but not on the townsite.

Toronto's Film City "Believe It or Not"

What is virtually a "film city" has grown up in the city of Toronto and, in some respects, the film centre is self-contained in scope and operations. This "film city" is independent in the real sense of the word while it is administrative, commercial, artistic and political — all in one. Its influence is not only local but national, while it is engaged in International trade of considerable importance. It has a chief administrator and its officers are scattered throughout the Province of Ontario. In one department of this centre there is an organization which extends from Coast to Coast in Canada.

Toronto's "film city" consists of a group of enterprises which are engaged in various activities in the motion picture field. They take care of many needs of the individual exhibitor regardless of the size and location of his theatre. The group comprises Allied Exhibitors of Ontario; Associated Theatres Limited; Empire Films Limited; Theatre Sign Company; Allied Exhibitors' Poster Department, and a screening room which is virtually a deluxe theatre in miniature, all of which are located on two floors of the Film Exchange Building at 277 Victoria Street. Practically every department of the motion picture theatre business is looked after in this assembly of organizations and industries with the exception of the actual management of the individual theatre and, even in this, there is a definite degree of co-operative assistance.

Allied Exhibitors of Ontario is an association which looks after legislative and other problems of its members. Associated Theatre Limited, with 70 member theatres in all parts of Ontario, can be called a booking organization. Empire Films Limited has brought to Canada no less than 70 features, the product of British, American and Continental studios, which it is distributing through six branches across the Dominion. The releases comprise Majestic, British International, Mayfair and Associated Radio Pictures. The Theatre Sign Company offers an art service of particular benefit to exhibitors in the way of advertising material. The Allied Exhibitors' Poster Department provides an important trade service to its members.

The man responsible for the organization of this "film city" is Oscar R. Hanson and, in a literal sense, he is its chief administrator.

Associated with Mr. Hanson, in the administration of these various film activities are executives of long film experience!

"Once In a Lifetime" at Tivoli

"Once In A Lifetime" is at the Tivoli. We have been telling all our friends in Toronto all about Universal's presentation of this comedy supreme, ever since we attended a private screening of the picture. Is it a hit? As Glogauer would say, "It's colossal".

Now is the time to make people laugh and to make some "dough" for Show Business. Do our theatres need "dough"? Ask the man who owns one.

"Once in a Lifetime" sized up as the right picture for the Imperial, Toronto. It would have made Jack Arthur happy all week. It deserved a big show all around it. The Imperial patronage would have taken to it as a "duck takes to water". However, it is playing The Tivoli, and here's hoping it gets the box-office returns which it deserves.

Film Society of Manitoba ceases because Government rules it must conform to Film Regulations and pay fees

Mayfair Theatre, St. John Recently Opened

(Special to the Digest from Saint John, N.B.)

GREAT interest was taken in Saint John in the opening of the new Mayfair Theatre on Thursday, October the Thirteenth. The theatre is on Waterloo Street, one of the most frequented streets, leading into the main part of the city, and is the third theatre operated by Meyer Herschorn of Halifax, who operates the Community and Family of that city. Mr. Herschorn is well known in the theatre world having been in the business for some nineteen years.

The Mayfair is on the site of the old Gem Theatre, one of the earliest motion picture theatres in Saint John, which was destroyed by fire a number of years ago. The present building is completely remodelled from a garage and is fireproof throughout. There is a seating capacity of 1,000 and over 20,000 feet of special material was used on the walls and ceilings to take care of the accoustics. R.C.A. equipment is used. The screen itself being of the latest type.

The auditorium is finished in green and silver with a peculiarly lovely tinted effect, old rose drapes being used on the doors and matching lighting in rose.

The walls are tinted in rose and the whole effect is spacious and cheerful. Novel lighting fixtures are attached to every sixth seat. The lobby has a sloping floor dome in black and red with the name Mayfair in brass. A Neon sign outside draws attention to the theatre from the street. Two small stores are on either side of the lobby.

The manager is J. Grant Chambers, late of the R.K.O. Theatre, Ottawa, and understood to be the youngest theatre manager in Canada, being only twenty-one years of age. Other employees are Saint John men.

The programme is to be continuous from one to eleven p.m., the price to include tax. Scale of prices for matinees, adults, fifteen cents; children, ten cents. Evening prices, twenty-five cents; children, fifteen cents, when accompanied by an adult. Two changes per week. An eleven o'clock performance is scheduled for next Saturday morning and a treat of candy will be provided for each child.

I.O.D.E. at Moncton Pass Resolution for British Films

At the semi-annual meeting of the Imperial Order Daughters of the Empire, held at Moncton recently, a resolution was passed that all members of the Order use their influence to see that plenty of good British pictures are shown in Canadian theatres. An interesting report of the situation as regards the improvement in British films and the increased number of showings was given by Mrs. John Davidson, Provincial Film Convener. Mrs. Davidson obtains a list of British pictures from a local exchange and relays this to educational secretaries in the various Chapters throughout the Province, urging them to attend the showings of these pictures and to spread the news of such showings. Two Chapters had sponsored special performances of British films and others had attended showings in a body wearing the Order Badge to show that they attended the pictures as well as advocating their encouragement.

A recent visit from Lieut. Colonel John A. Cooper, of the Motion Picture Distributors Association of Canada, was a feature of interest at a conference with exchange managers in Saint John. Colonel Cooper also conferred with Mr. F. J. McInerney of the Board of New Brunswick Censors.

B. F. LYON

Canadian General Manager for Empire Films Ltd.

Your correspondent was in Sackville recently and visited the Imperial Theatre, recently taken over by Mr. Ben Wagner and Mr. Rene Dorien. Mr. Wagner is manager of the Eclipse Theatre at Shediac, N.B. Mr. Dorien is a citizen of Sackville. The theatre has been nicely done over and its name changed to the Lyric Theatre. It was owned and operated for many years by A. A. Ayer of Sackville, and is a favourite resort of the Mount Allison University students.

Empire Films Ltd. Present Eleven B.I.P.

Eleven features of British International Pictures are listed for early release in Canada through the new company, Empire Films Limited, Toronto, foremost being "The Maid of the Mountains", which proved a hit as a musical show on tour in the Dominion. There is a trend towards musical films again and one picture of this type from B.I.P. is "Lucky Girl", starring Gene Gerrard and Molly Lamont.

Other B.I.P. attractions which will be seen shortly include: "Mr. Bill the Conqueror", an English countryside story; "No. 17", mystery drama by Jefferson Farjeon; "The Flying Fool", a tale of civil aviation; "My Wife's Family", a farce; "The Shadow Between", drama; "England Awake", patriotic and scenic; "After Office Hours", a modern problem comedy; "Arms and The Man", by George Bernard Shaw; "Fire of Fate", by Sir Arthur Conan Doyle, and "The Man At Six", mystery drama, starring Anne Grey and Lester Matthews.

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Executive Committee, Montreal, bans picture shows for children in church basements and parish halls, without special permission from police

Round About the Studios

Knopf to Direct Universal Features

Edward Knopf left last week for Berlin with a commission from Carl Laemmle, Jr., to direct the English versions of two pictures being made by Universal in Europe. One is "S. O. S. Iceberg", the shooting of which has been completed in Greenland. The picture will be made in four languages. The other English version which Knopf will do is "The Rebel",

Jolson in U.A's. "Happy Go Lucky"

Al Jolson, United Artists star who made a flying trip to New York to sign for a series of radio broadcasts with Chevrolet, left for Hollywood last Monday afternoon to complete work upon "Happy Go Lucky", his latest picture. He will go direct to California.

"Grand Hotel" Wins Award

"Grand Hotel", which has been called "a milestone in motion picture history", last Saturday (Oct. 15) received the Certificate of Honor as "the film achievement of the year" from New York Magazine, the official publication of the Woman's Chamber of Commerce of New York, Inc.

"Man From Toronto" Nearing Completion

At Islington, the Gainsborough film version of Douglas Murray's "The Man From Toronto" is nearing completion.

M-G-M to Produce "Son Daughter"

"Son Daughter", the David Belasco stage success in which Lenore Ulric starred, will be brought to the screen by Metro-Goldwyn-Mayer with Helen Hayes and Ramon Novarro in leading roles. Clarence Brown will direct the new production as his first film since his return from a summer vacation in Europe.

The background of "Son Daughter" is an Oriental one, and it is indicated that the photoplay will be filmed on an ambitious scale, with production to start in the near future. The original stage play was the joint work of David Belasco and George Scarborough.

"Jade" to be Distributed by United Artists

Walter Futter, producer of "Jade", the Thibet picture which United Artists will distribute, is in New York to confer with Al Lichtman, Vice-President and General Manager of United Artists.

"Jade", which is now being edited, was two years in the making. Futter's expedition travelled throughout India and trekked into districts of mysterious Thibet that were believed inaccessible. Most of the picture was shot in Medura, Delhi, Benares, Kashmir, Amber, Jaipur, the Himalaya Mountains, the Valley of the Lamas and other fabled spots of Asia.

Fifi Dorsay in "Silk Stockings"

Fifi Dorsay is the first of the featured players to be engaged at Universal City for the cast supporting Zasu Pitts and Slim Summerville in "Silk Stockings". This play by Cyril Harcourt will go into production at Universal City this week under the direction of Edward Luddy.

Douglas Fairbanks Jr. Will Star in "The Sucker"

Following the completion of "Parachute Jumper", now in production at the Warner Bros. West Coast studios, Douglas Fairbanks, Jr., will be starred in "The Sucker", according to a wire from Burbank. In this picture, adapted from a story by Bertram Milhauser and Beulah Marie Dix, Fairbanks will have the role of a prize-fighter. "The Sucker" was first announced some weeks ago as a possible vehicle for Richard Barthelmess. "Parachute Jumper", from a story by Rian James, is being directed by Alfred E. Green. The cast supporting young Doug includes Bette Davis, Frank McHugh, Leo Carrillo, Lyle Talbot, Sheila Terry, Harold Huber, Claire Dodd, George Pat Collins and Nat Pendleton.

"Just a Woman" New Title for "Man and Wife"

"Just a Woman" has been selected as the definite title for the R.K.O. Radio production formerly known as "Man and Wife". Irene Dunne and Charles Bickford are portraying the featured roles in the film which is based on a story by Eugene Walter, noted playwright. Others in the cast include Gwili Andre and J. Carroll Naish.

Madge Evans Featured in "Let's Go"

Madge Evans has been given the feminine lead opposite William Haines in "Let's Go", a motorboat racing story now under way at the Metro-Goldwyn-Mayer studios with Harry Pollard as director. Miss Evans recent pictures include "Huddle", with Ramon Novarro, and "Happy-Go-Lucky", with Al Jolson.

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Toronto Theatres

LOEW'S — Manager Jules Bernstein — "Smilin' Through", a Metro-Goldwyn-Mayer feature, with Norma Shearer and Frederic March. Directed by Sidney Franklin.

UPTOWN — Manager Tom Daley — "Blonde Venus", with Marlene Dietrich and Herbert Marshall. A Paramount production, directed by Josef Von Sternberg.

IMPERIAL — Manager H. V. Knevels — Ruth Chatterton in "The Crash", supported by George Brent. A First National production, directed by William Dieterle.

SHEAS — Manager Jerry Shea — "The Painted Woman", a Fox picture, with Peggy Shannon and Spencer Tracy; directed by John Blystone.

TIVOLI — Manager M. J. Doyle — "The Blue Danube", a British and Dominions picture, distributed by United Artists, directed by Herbert Wilcox.

Advance Newspaper notice, Fox Theatre, Seattle, offers "money back to patrons if you don't like show," "Smilin' Through" is the picture